

EXHIBIT 10

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

FRITO-LAY NORTH AMERICA, INC.,

Opposer,

v.

PRINCETON VANGUARD, L.L.C.,

Applicant.

§
§
§
§
§
§
§
§
§
§
§

Opposition No. 91199552

Cancellation No. 92053001

CERTIFICATE OF EXPRESS MAILING

NUMBER FI 477073892 US

DATE OF DEPOSIT June 14, 2012

I hereby certify that this paper or fee is being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to: Trademark Trial and Appeal Board, U.S. Patent and Trademark Office, P.O. Box 1451, Alexandria, VA 22313-1451.

Diana Rausa
Diana Rausa

**DECLARATION OF PAUL MADRID IN SUPPORT OF
OPPOSER'S RESPONSE TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT**

I, Paul Madrid, declare as follows:

1. I am an attorney with the law firm Pirkey Barber PLLC, which represents Opposer/Petitioner Frito-Lay North America, Inc. in the above-captioned proceeding. Each of the below-referenced documents is a true and correct copy of the original; some have been highlighted for ease of reference.
2. Attached as **Exhibit 1** are true and correct copies of search results for "pretzel" and "crisps" from the Trademark Acceptable Identification of Goods & Services Manual.
3. Attached as **Exhibit 2** are true and correct copies of Opposer's First Set of Requests for Production of Documents and Things ("Opposer's Requests") and Applicant's First Set of Requests for Production of Documents and Things ("Applicant's Requests").
4. Attached as **Exhibit 3** are a true and correct copy of a specimen that Applicant submitted with its renewal of Reg. No. 2,980,303 on July 25, 2011 and true and correct copies of images that Applicant produced in response to Opposer's Requests (filed under seal).

22. Attached as **Exhibit 21** are true and correct TESS printouts relating to Applications Serial No. 78/963,000, CIABATTA CRISPS on the Principal Register for “Italian bread toast, namely ciabatta toasted crackers” in Class 30 and Serial No. 77/457,018, CIABATTA CRISPS on the Supplemental Register for “Crackers made from toasted bread” in Class 30.

23. Attached as **Exhibit 22** are true and correct TESS printouts relating to Trademark Application Serial No. 85/122,141 for POP-TARTS MINI CRISPS for “crackers” in Class 30.



24. Attached as **Exhibit 23** are true and correct TESS printouts relating to Trademark Application Serial No. 77/940,114 for GOURMET PIZZA CRUST CRISPS for “wheat based snack foods” in Class 30.

25. Attached as **Exhibit 24** is a true and correct printout showing the results of a TESS search for live applications and registrations in Classes 29 and 30 with the word “crisps” in the identification of goods in those classes.

26. Attached as **Exhibit 25** is a true and correct printout showing the results of a TESS search for applications and registrations in Classes 29 and 30 disclaiming “crisps.”

27. Attached as **Exhibit 26** are true and correct TESS printouts relating to the following trademark applications requiring a disclaimer of the word “CRISPS” for goods including crackers or similar items:

Mark	Reg. / Serial No.	Goods
BELLA CRISP	76/502,397	Protein cracker or crisp
CALIFORNIA CRISPS	2,228,609	Crackers
CHEEZ-IT CRISPS	3,277,216	Crackers
CULINARY CRISPS	3,764,761	Bakery products, crackers, flatbreads and biscuits

Mark	Reg. / Serial No.	Goods
	85/047,218	Organic food package combinations consisting primarily of bread, crackers and/or cookies; organic wheat-based snack foods (et al.)
GARDEN CRISP	77/818,241	Crackers
KAMEDA CRISPS	3,815,188	Confectionery, namely, Rice crackers, Pellet-shaped rice crackers, Rice-based snack foods, Cereal-based snack foods
MEADOW WHEAT CRISP	0,969,726	Crackers
PRO CRISPS	85/366,056	Cookies and crackers (et al.)
RAINCOAST CRISPS	78/528,241	Food products, namely, crackers
RAINCOAST CRISPS	3,972,819	Crackers
	2,642,172	Rice crackers, rice, porridge, cereal-based snack food, rice-based beverages, pastries, biscuits, vinegar, candies, tea ("Rice Crisps" disclaimed)
SKINNY CRISPS	3,543,290	Crackers (et al.)
STACY'S PITA CRISPS	85/134,912	Flour-based chips; Pita chips; Wheat-based snack foods.

28. Attached as **Exhibit 27** are true and correct TESS printouts regarding the following trademark applications in which the Patent and Trademark Office refused registration on the Principal Register of "___ CRISPS" (and phonetically identical "___ KRISPS") marks, determining them to be generic or merely descriptive for snack foods in Classes 29 and 30:

Mark	Reg. / Serial No.	Goods
VEGGIE CRISPS	76/145,027	Potato chips, and snack foods made primarily from potato flour with other vegetable ingredients
THE ORIGINAL PROTEIN CRISP	76/500,740	Protein crisp or cracker
KRUNCHY KRISPS	78/366,106	Low Carbohydrate/Sugar Free Cracker made from flatbread

Mark	Reg. / Serial No.	Goods
JERKY CRISPS	78/441,780	Meats; fresh and processed meat, including, dried meat, meat and meat-based snacks, dried and smoked beef, turkey and pork jerky, kippered beef, meat sticks, meat chips, fresh and cooked sausage, smoked sausage sticks and links, rope sausage, dried sausages, pepperoni, salami, pastrami, corned beef, roast beef, cooked ham, cured pork shoulder, dry cured pork butt, textured meat and soy protein sausage, cooked lamb loaf and Canadian bacon; meat-based snack foods
FRUIT CRISPS	78/491,342	Fruit-based snack food, namely, baked bread chips containing dried fruit
RAISIN CRISPS	78/491,353	Fruit-based snack food, namely, baked bread chips containing raisins
CALAMARI KRISPS	78/494,796	Shelf stable non refrigerated ready to eat Calamari snack
NUT CRISPS	78/496,162	Crackers
NUT CRISPS	78/496,170	Salted nut snacks
CRISPS (stylized)	78/520,976	Meats; fresh and processed meat, including, dried meat, meat and meat-based snacks, dried and smoked beef, turkey and pork jerky, kippered beef, meat sticks, meat chips, fresh and cooked sausage, smoked sausage sticks and links, rope sausage, dried sausages, pepperoni, salami, pastrami, corned beef, roast beef, cooked ham, cured pork shoulder, dry cured pork butt, textured meat and soy protein sausage, cooked lamb loaf and Canadian bacon
VEGETABLE CRISPS	78/603,601	Vegetable based snacks
OLIVE OIL CRISPS	78/681,330	Grain based chips
CRISPS (stylized)	78/798,885	Dehydrated fruit snacks
FRUIT CRISPS	78/819,413	Dried fruits
CRACKER CRISPS	78/835,621	Crackers

Mark	Reg. / Serial No.	Goods
POPCORN CRISPS	78/973,892	Snack chips made with popcorn and other ingredients that are formed into a chip similar in shape to other snack chips such as potato chips or corn chips; These snack chips may be seasoned with salt, cheese, spices and other flavorings; In some regions these chips may also be called “crisps”, and would be sold as “popcorn crisps”
RICE CRISPS	85/010,417	Rice-based snack foods, namely, tortilla chips
BISCOTTI CRISPS	85/069,910	Grain-based snack foods.
BAKED LENTILCRISPS	85/137,969	Vegetable-based snack foods
LEAN CRISPS	85/366,053	Cookies and crackers (et al.)
PARMESAN CRISPS	85/548,127	Cookies and crackers (et al.)
SAN FRANCISCO SOURDOUGH CRISPS	4,094,814 (supplemental)	Bakery products.

29. Attached as **Exhibit 28** are true and correct copies of pages from THE AMERICAN HERITAGE COLLEGE DICTIONARY (4th ed. 2002), COLLINS ENGLISH DICTIONARY (3d ed. 1995), and MERRIAM-WEBSTER’S COLLEGIATE DICTIONARY (11th ed. 2004) in print versions and online versions.

30. Attached as **Exhibit 29** are true and correct copies of documents produced by Applicant in response to Opposer’s Requests (filed under seal)

31. Attached as **Exhibit 30** are true and correct copies of Internet printouts and documents produced by Applicant in response to Opposer’s Requests (filed under seal)

32. Attached as **Exhibit 31** is a true and correct copy of a Corsearch report listing marks disclaiming “crisps” for snack foods produced by Opposer in response to Applicant’s Requests.

33. Attached as **Exhibit 32** is a true and correct printout of the following article: Stephanie Strom, *Trademarks Take On New Importance in Internet Era*, N.Y. TIMES, Feb. 20, 2012, <http://www.nytimes.com/2012/02/21/business/battle-over-pretzel-crisps-shows-value-of-a-brand.html?pagewanted=print>.

34. Attached as **Exhibit 33** is a true and correct printout of the CD attached as Exhibit 32 to the Declaration of Pam Forbus.

35. Attached as **Exhibit 34** are true and correct copies of documents produced by Applicant in response to Opposer’s Requests (filed under seal)

36. Attached as **Exhibit 35** are true and correct TESS printouts relating to Trademark Application Serial No. 78/798,824 for FRUIT CRISPS for “crackers” in Class 30.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed in Austin, Texas this 14th day of June, 2012.



Paul Madrid

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing DECLARATION OF PAUL MADRID IN SUPPORT OF OPPOSER'S RESPONSE TO MOTION FOR SUMMARY JUDGMENT was served with attached exhibits via Express Mail on counsel for Applicant at the addresses below on June 14, 2012:

David H. Bernstein
Ryan Scott Mellon
Jeremy N. Klatell
Debevoise & Plimpton LLP
919 Third Avenue
New York, NY 10022

A handwritten signature in black ink, appearing to read "Paul Madrid", is written over a horizontal line.

C

Sites We Love

HUFFPOSTFOOD

Go to HuffPost Food & Drink
Read the best food & drink news
from HuffPost Food & Drink
More from HuffPost

FOX NEWS.com

More from Fox News

SAVEUR

Go to Saveur
Read the best food & drink news
from Saveur
More from Saveur

YUMSUGAR

Go to YumSugar
Read the best food & drink news
from YumSugar
More from YumSugar

kitchendaily

More from Kitchen Daily

Also on AOL >>>

Latest News

Go to Latest News
Read the best food & drink news
from Latest News
More from Latest News

Vegetarianism

Go to Vegetarianism
Read the best food & drink news
from Vegetarianism
More from Vegetarianism

Food & Drink

Go to Food & Drink
Read the best food & drink news
from Food & Drink
More from Food & Drink

Food & Drink

Go to Food & Drink
Read the best food & drink news
from Food & Drink
More from Food & Drink

They Hooked You

Go to They Hooked You
Read the best food & drink news
from They Hooked You
More from They Hooked You

SLASHFOOD

Search for a model

Search for a model

Latest News

Go to Latest News
Read the best food & drink news
from Latest News
More from Latest News

Magazine Backlog

Go to Magazine Backlog
Read the best food & drink news
from Magazine Backlog
More from Magazine Backlog

More Food & Drink

Go to More Food & Drink
Read the best food & drink news
from More Food & Drink
More from More Food & Drink

Healthy Diet

Go to Healthy Diet
Read the best food & drink news
from Healthy Diet
More from Healthy Diet

More Food & Drink

Go to More Food & Drink
Read the best food & drink news
from More Food & Drink
More from More Food & Drink

kitchendaily

Kitchen Daily Food Group

Go to Kitchen Daily Food Group
Read the best food & drink news
from Kitchen Daily Food Group
More from Kitchen Daily Food Group

<http://www.slashfood.com/2011/02/04/best-pretzels>

NEW micro pack



f TAKE A PEAK

e chat

SLASHFOOD has a new home!

HUFFPOST

1. Many People Are Worried About...

2. Lamest... (Gutter) Row Last Year...

See More Stories

AOL, MSN, Yahoo!, AOL Radio, AOL Photo, AOL Music

Tell us what you think for a chance at \$1000!

SLASHFOOD

Search for slashfood

ADD ORIGINAL

Best Pretzels: Over 100 Bags Tested

by Slashfood Editor, Posted Feb 10, 2012 12:58PM

F O R



At one or Slashfood's biggest parties last year, we dove into the world of capital-p pretzels - over 100 bags in all. You don't know where there are that many varieties of pretzels? Neither do we. It's one thing to have a handful of bags on the table, but it's another thing to have 100 bags in 12 categories. (Check out the link below for the full list.)

It's not just any old pretzel, either. Pretzels are a very important thing. They're not just a snack, they're a symbol of love - and because they're so important, it's important to know how to pick them. (We've got a guide to help you do that.)

How do you pick? And what are the rules? Well, we've got a guide to help you do that. (We've got a guide to help you do that.)

As you can see, the process is not too hard.

Now, we've got a guide to help you do that. (We've got a guide to help you do that.)

The "Best" category is a hard one to decide. It's either a matter of taste, or it's a matter of... (We've got a guide to help you do that.)

Best Pretzels



Category: Pretzel Crisp

All of the Pretzel Crisps are delicious and everything you need to know about them is here.

Food Writer: Taste Test

Tags: best-pretzels, bestpretzels, pretzels

F O R



Get it now! Act in the Time!

WOW! IN THE TIME! \$1.00

Katie Couric's New Man

1/1/12

Apple WWDC 2012 Reblog

1/1/12

PHOTO: Jennifer Aniston Pulls An MC Hammer

1/1/12

WWDC 2012 Keynote: The TUAW Meetup

1/1/12

Hasidic Police Recruit Filed For His Board

1/1/12

The Items You Should Never Put In The Dishwasher

1/1/12

Apple next-generation MacBook Pro (with Retina display) hands-on at WWDC 2012

1/1/12

1/1/12

Follow Us

Facebook Twitter RSS

Most Popular Stories

1. How Fast Can You Get a New iPhone?

Read More

2. This Unlabeled Bottle Is Worth \$100,000

Read More

3. Why You Shouldn't Buy a New iPhone

Read More

Slashfood Videos



The Club is just a 2-bed, 1-bath, 100-sq-ft studio with a kitchen, bathroom, and a living area. It's a perfect place to stay if you're looking for a quiet, comfortable place to stay.

31. **Phosphorus** You're told P_4 is highly reactive.

25 MP at Decaying Edge (see Fig. 2) by June More than 10, 1964)

Was geht dir die Fassung, mit der das Wort "Wort" ausgedrückt wird?

Why Being Overweight Causes Pain: A Case Is

Latest Flickr Feed



Related Videos



76. 10



Gena[®] - for hard

H. K. Hoffmann
E. Hoffmann
$$y = [0.1 \ 1 \ 2 \ 3 \ 4]$$

Chew on This



Royal Wedding Cake Details Revealed!

File Edit View Window Help
Date: 11/1/2000
Enter: 11/1/2000
Show Details: 11/1/2000
Today: 11/1/2000
11/1/2000
11/1/2000

7071-10786 L 125

Share your Resolutions
Enter for a chance to win a \$1,000 Visa gift card and other prizes
goevernor.com/resolutions

(a) www.msn.com/Link/25
 Miss Peewee SS Womke Tron Trail Has Angered Others
 ConsumerLifestyle.org

Free Healthy Checkup!
45 Day Healthy Backlog - Free On-road just Enter your Email
at: Vasotec.com/HealthyBacklog

2004, 9 (2): 145-155

Reader comments (Page 1 of 1)

1992

Not a surprise that almost ALL of the top packages are from eastern PA - Lancaster & Berks County to be exact. The other only that I LOVE is Harrisburg. Philadelphia is made Lancaster PA.

07/20/11 01:21:50 PM
rsaffle1321

They are question mark songs. I don't know for sure if I like them or even need the story 50 years ago. They could mean that some things are worth the pain in that time, maybe on a continuing note. I don't know. I just think it's a good song. I just think it's a good song.

PH: Originally from Reading, PA, we were spoiled when it came to good jewelry.

1000 1200
Tons / yr

© 1997 by J. B. Bachman (img), on the top of the page.

Has there any existing case of mass regional brands for 'Mum's' EVs and have I heard of Unique?

Tickets for the round-up — are there going to be any more and how many of all the districts — are rounded off to the whole lot?

8-23 2013 2PM-5PM
with 102.5 AM

Good places: The Unkoper Extra Dark are my favorite. Uncle Henry's in Louisville also makes extra dark. Best factory and handmade. Am disappointed greatly in LTC. They used to make an extra dark stout dough pretzel. About a year ago they stopped. ULC still sells them in a bag marked "Extra Dark" but not only are the pretzels no longer extra dark, they aren't even dark. Just a uniform golden brown. That is sick, but false and deceptive advertising. Simon Lee bring back the Extra Dark!

© 2011 Springer Science+Business Media B.V. All rights reserved.

Really? This is breaking news? Come on people, there's a whole world of things to read about that preclude it's unlikely that anyone reading this hasn't already and, rather than all the same, take and crucify. Let's move on.

Downloaded At: 11:52 11 September 2009

It doesn't hurt to test and write about light subjects. It is a little bit better than having an awkward silence and not knowing what to say. It is a little bit better than having an awkward silence and not knowing what to say.

219,211 08/27/00
Mortgage Serv.

4019601

202 2011-2012
Business and Economics

What ever happened to Jolly Tots sticks in the blue box, which were made by NABISCO? There were the best and there were no others as far

Sites We Love

FOODPOST FOOD

By: Michelle
Re: 11/09/2011
2011 11/09/2011 11:11
11/09/2011 11:11
More from HuffPost Food

FOX NEWS.com

More from FOX News

SAVEUR

More from Saveur
More from Saveur
More from Saveur
More from Saveur

yumsugar

More from Yumsugar
More from Yumsugar
More from Yumsugar
More from Yumsugar

kitchendaily

More from Kitchen Daily

Also on AOL >>>

Light News

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

Depp's Photos

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

Ali's Eviction

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

Lip Sync

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

They Looked You

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

SLASHFOOD

More from Slash Food

More from Slash Food

Food & Drink

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

More from Slash Food

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

More from Slash Food

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

More from Slash Food

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

More from Slash Food

4000+
11/09/2011
11/09/2011
11/09/2011
11/09/2011
11/09/2011

Kitchendaily
Kitchen Daily Food Group

Copyright 2012 AOL Inc. All Rights Reserved.

<http://www.slashfood.com/2011/02/04/best-pretzels>

Consumer Reports magazine: July 2009CR CONTENT AVAILABLE
ONLY TO SUBSCRIBERS**In this report****Overview**

July 2009 Ratings

Also in This Issue

This article was featured in the July 2009 issue of Consumer Reports magazine.

Tastiest snack crisps

Last reviewed: July 2009

This article is the archived version of a report that appeared in July 2009 Consumer Reports magazine.

Our sensory panel tried 14 snack crisps and toasted chips and found seven that taste very good. The specifics:

Cracker crisps

Ritz's are large, tender, flaky, toasted crisps with a buttery flavor. Nabisco's Wheat Thins are toasted, buttery, multigrain chips. Lay's are small, flavorful, tender, crispy squares dusted with powdered cheese.

Pretzel crisps

New York Style's are large crunchy triangles, very toasted, with a big pretzel flavor. Pepperidge Farm's are large, crunchy, flattened pretzels that are a little buttery and sweet.

Rice crisps

Lundberg's and Rice Works' offer flavorful, toasted, brown-rice tortilla-style chips with a little sweetness and a sesame-like flavor.

Those that didn't make our cut include Triscuit Thin Crisps Parmesan Garlic and Bachman Pita Pretzel Squares. We also tasted pita chips, but even the best—Stacy's Simply Naked Baked and Athenos Baked Original—were dry and just OK overall.

Although crisps and toasted chips sound as though they should be more healthful than regular crackers, that isn't always so. The difference in fat, calories, and sodium between Wheat Thins multigrain crackers and the Wheat Thins chips we tested, for example, is negligible.

Nutrition ratings (available to subscribers) are based on calories per gram of food, total fat, saturated fat, trans fat, sodium, sugars, iron, calcium, and dietary fiber. Cost is based on the average price we paid.

For complete Ratings and recommendations on appliances, cars & trucks, electronic gear, and much more, subscribe today and have access to all of ConsumerReports.org.

Print Email Share

Not a member?
Subscribe now

Member sign-in

Username:

Password:

☐ Remember me
Sign-in

Forgot username?
Forgot password?

**SUBSCRIBE
ONLINE**

Join today & get
24/7 online access to

- ▶ Expert Ratings
- ▶ Buying advice
- ▶ Much, much more!

CLICK HERE TO
SUBSCRIBE

13 Issues
+ 2 Free Gifts



SUBSCRIBE NOW

E-mail Newsletters

Join one of our e-mail
newsletters—it's FREE!

- * What's New at
ConsumerReports.org
- * Cars Newsletter
- * Safety Alert
- * Health Alert

Sign-up Now

TESTLABS

- How We Test
- Our History
- Lab Tour

ConsumerReports.org: [A-Z Index](#) | [Site Map](#) | [Overview](#) | [Your Privacy Rights](#) | [User Agreement](#)
[Canada Extra](#) | [en Español](#) | [Subscribe](#)

Who We Are: [About Us](#) | [Our Mission](#) | [No Commercial Use](#) | [Career Opportunities](#)
[Bookstore](#) | [E-mail Newsletters](#) | [RSS](#) | [Press Room](#) | [Donate](#) | [Customer Service-Contact Us](#)

Consumer Reports Network: [ConsumerReports.org](#) | [The Consumerist](#)
[Cars Best Deals Plus](#) | [Car Pricing Service](#) | [ConsumersUnion.org](#)

FREE Email newsletters

Sign up now or click here to manage your email newsletters.

Consumers Union

permission

SFGate

home of the
San Francisco Chronicle
Subscribe to the weekend Chronicle

Search SFGate Web Search by YAHOO! Businesses | Advanced

Sign In | Register

Home News Sports Business Entertainment Food Living Travel Columns Shopping Jobs Real Estate Cars Index WEEKLY AD

Restaurants | Recipes | Barbecue | Wine | Top 100 Restaurants | Top 100 Wines | Bargain Bites | Reservations | Inside Scoop SF



Taster's Choice

Archive

Pretzel cracker contest finishes with a twist

Amanda Gold, Chronicle Staff Writer
Wednesday, January 21, 2009

PRINT E-MAIL SHARE COMMENTS (0) FONT SIZE

TASTER'S CHOICE

- June Taylor jams into Hall of Fame 05.10.12
- Trader Joe's dip is cool as a cucumber 05.27.12
- Tandoori naan favorites into Hall of fame 05.20.12

More Taster's Choice »

The Super Bowl may be a week and a half away, but it's never too early to start prepping. And manufacturers of several different brands of pretzel chips - an ever-growing snack category that has taken the market by storm - are likely hoping that when it comes to football party choices, you'll forgo potato chips and Doritos for these thin, cracker-like crisps.

Tweet



The pretzel chips are versatile, nonfat and lower in calories. They're delicious right out of the bag or with spreads - in short, an ideal vehicle for more healthful party snacking.

The Snack Factory - formerly associated with New York-style bagel chips - claims to be the first to have introduced these spreadable pretzel crackers to the public in 2005. In the years since, the popularity has grown enough so that other manufacturers have created similar products. Our panel tested six brands in total, and the comments were largely positive.

It was, in fact, a commercial, mass-produced brand that earned a spot in the Taster's Choice Hall of Fame, a designation reserved for those products scoring 80 or higher out of 100 in a blind tasting.

With a whopping 92 points, **Pepperidge Farm** (\$4.25/6 ounces at Draeger's) came in first place. Described as having "a good pretzel flavor," these chips were "crunchy and crisp" with a "shiny" appearance and an "excellent flavor balance" with "just enough salt." All five tasters would enthusiastically buy this brand.

In second place was **Trader Joe's** (\$2.19/8 ounces), which panelists labeled "thin and crisp" with "a nice crunch" and "good pretzel flavor." Some noted the "salty" exterior and the "buttery finish," and others commented on the "small pretzel shape." Four tasters would buy this brand and one might.

The third-place award went to the originators - widely available brand **The Snack Factory** (\$2.50/6 ounces at Andronico's). These pretzel crisps were "nicely browned" and "bubbly" with a "great crunch" and only "mildly salty" flavor. Tasters felt that they had a "lighter texture than the others." Two would buy this brand and three might.

Mollie Stone's (\$6.99/16 ounces) took the fourth-place slot, described as "thin, crisp" and "slightly puffy," with a "toasty flavor." One panelist felt that the crisps were "burnt on the bottom," and others noticed that they were "cracker-like" and "a bit hard." Two would buy this brand, two might and one would not.

Rounding out the top five was specialty brand **Robert Rothschild Farm** (\$4.49/8

Galleries

1-3 of 21



Custom log home in wooded Canyon hills



All-new 2013 Ford Escape saves fuel...



Spacious Fairfax Craftsman offers...

Advertisement | your ad here

MOST READ MOST E-MAILED MOST COMMENTED

1. Short-term rentals disrupting SF housing market
2. Police seek photos in post-Bay to Breakers slaying
3. Fla. woman doused in gas, set on fire at 7-Eleven
4. Sheriff: Man writing book on kindness shot in Mont.
5. The Greatest Screen Love Stories Since 1968
6. S.F. Central Subway tunnel construction to begin
7. Edwin Ramos gets 3 life terms without parole

Today's Deal

\$29 for Teeth Whitening Kit - As Seen on "The Doctors TV Show" (\$299 Value)



CALL US NOW
6d:08h:46m

PRICE
\$29

buy now!

sfgatedailydeals.com

FROM OUR HOMEPAGE



Photos sought of attack

Police ask public for help after victim of Bay to Breakers assault in Golden Gate Park dies.

Comments & Replies (363)

ounces at Andronico's). "Less salty than some of the others," said one taster. Another noted that they were "crispy" and "quite sweet." The pretzels were also called "a bit puffy and airy." Two might buy this brand and three would not.

Pretzel Crisps

Pepperidge Farm 92

Trader Joe's 78

The Snack Factory 73

Mollie Stone's 60

Robert Rothschild Farm 52

365 Organic 15

Panelists were Linda Anusasananan, food writer and consultant, San Mateo; John Carroll, cookbook author, San Francisco; Shelley Handler, consultant, San Francisco; Roland Passot, chef-owner, La Folie and five Left Banks; and Molly Watson, food writer, San Francisco. All products are tasted blind; a perfect score would be 100. Prices listed are the lowest found, but products may be available at other stores.

E-mail Amanda Gold at agold@sfgchronicle.com. To look up past Taster's Choice columns, search online at sfgate.com/food/tasters/archive.

This article appeared on page F - 2 of the San Francisco Chronicle

PRINT E-MAIL SHARE

Tweet

0

San Francisco Chronicle



Subscribe to the San Francisco Chronicle and receive access to the Chronicle for iPad App and a gift:

- ☐ Sunday + a \$15 gift card
- ☐ Fri-Sun + a \$15 gift card
- ☐ Mon-Sun + a \$25 gift card

Select an offer

Comments

Add Your Comment

New to the site?

To use commenting, you need to sign up.

Register

Already a member?

Please log in.

(Forgot Password?)

Username

Password

☐ Remember Me

Sign In



From homeless to Harvard



From the archives: U.S. Open in S.F.



Illusion tops big in wedding gowns



Photos: Escape from Alcatraz race



Cheers! Meet the Bar Stars of 2012

Ads by Yahoo!

Unlimited Full Movies
Great Quality Movies Sites

View more ads



Love, sex at the movies

Here are some of the most stirring romances to hit the big screen since 1968. What'd we miss?

Comments & Replies (0)



Versace mansion - \$125M

The stylish Miami palace with 10 bedrooms and 11 bathrooms is up for sale by its current owner.

Comments & Replies (0)

Top Cars



Ford
2007 Focus \$7,991

More From This Dealer »

REAL ESTATE



What you can rent in Emeryville for \$2,450

This 141-unit loft development, converted from a historic warehouse by Rick Holliday in 1999, is centered on an open courtyard with fountains.

- Upland Road bungalow lists for \$1.55 million
- World class private islands for sale
- Rents up - will more renters become buyers?

Search Real Estate »

CARS



NPR's 'Car Talk' duo calling it quits

The chatty mechanics Tom and Ray Magliozzi on NPR's "Car Talk" are pulling in to the garage.

- Car Talk: How to cook food on your engine
- Cars avoid crashes by talking to each other
- Hybrids: Financial friends or foes?

Search Cars

KAANGO
CRAFTED



AKC Yellow Lab Pups

Sheltie Puppies

Home Theater Furnishings

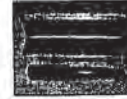
Sight, Sound, Seating. Gallery Furniture has it all!
(www.GalleryFurniture.com)

Who Sang That Song?

Identify Your Music. Easy Drag and Drop Interface. Download Today!
(www.TimeUpMedia.com)



ZUIKO 1000MM F/11
TELEPHOTO LENS FOR
OLYMPUS...



Snow white T-cup maltese
puppy for adoption

[Browse ads](#) | [Place an ad »](#)

[Home](#) | [News](#) | [Sports](#) | [Business](#) | [Entertainment](#) | [Food](#) | [Living](#) | [Travel](#) | [Shopping](#) | [Find Bay Area Jobs](#) | [Real Estate](#) | [Cars](#) | [Site Index](#)

[\[return to top\]](#)

Company Info: [Contact Us](#) | [Hearst Corp.](#) | [Privacy Policy/Your Privacy Rights](#) | [Terms and Conditions](#) | [Work for Us](#) | [Chronicle in Education](#) | [Events & Promotions](#) | [Submissions](#)

Advertising Services: [Advertise with us](#) | [Place a Classified](#) | [About Our Ads](#) | [Public Notices](#) | [Local Businesses](#) | [Business Directory](#)

Reader Services: [Home Delivery](#) | [Subscribers](#) | [iPad](#) | [E-Edition](#) | [Mobile](#) | [RSS Feeds](#) | [Newsletters](#) | [Feedback](#) | [FAQ](#) | [Corrections](#) | [Get Us](#)

Local Services: [Air Conditioning Contractors](#) | [Car Dealerships](#) | [Cleaning Services](#) | [Family Doctors](#) | [Furniture Stores](#) | [Injury Attorneys](#) | [Local Restaurants](#) | [New Car Dealers](#) | [Real Estate Agents](#) | [Real Estate Attorneys](#)



© 2012 Hearst Communications Inc.

HEARST newspapers

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

FRITO-LAY NORTH AMERICA, INC.,

Opposer,

v.

PRINCETON VANGUARD, L.L.C.,

Applicant.

§
§
§
§
§
§
§
§

Opposition No. 91190246

OPPOSER'S FIRST SET OF REQUESTS FOR ADMISSION TO APPLICANT

Opposer Frito-Lay North America, Inc. ("Opposer"), by and through its attorneys, serves the following requests for admission under FED. R. CIV. P. 36 and Rules 2.116 and 2.120 of the Trademark Rules of Practice, to be answered separately and fully in writing under oath by Applicant Princeton Vanguard, L.L.C. ("Applicant"). The definitions and instructions forming part of Opposer's First Set of Interrogatories to Applicant, served concurrently herewith, are hereby incorporated by reference.

REQUESTS FOR ADMISSION

REQUEST NO. 1

Admit that "pretzel" is a generic term for a food product.

REQUEST NO. 2

Admit that "pretzels" is listed in the U.S. Patent and Trademark Office's Trademark ID Manual in Class 30 and has been since 1991.

REQUEST NO. 3

Admit that "crisps" is a generic term used for snack food products.

REQUEST NO. 4

Admit that “crisp” is a generic term used for snack food products.

REQUEST NO. 5

Admit that “nut-based snack foods, namely, nut crisps” and “potato crisps” are listed in the U.S. Patent and Trademark Office’s Trademark ID Manual in Class 29.

REQUEST NO. 6

Admit that some snack food products are crisp.

REQUEST NO. 7

Admit that some pretzels are crisp.

REQUEST NO. 8

Admit that some crackers are crisp.

REQUEST NO. 9

Admit that a definition of “crisp” is firm but easily crumbled or brittle.

REQUEST NO. 10

Admit that crackers are firm but easily crumbled or brittle.

REQUEST NO. 11

Admit that Applicant’s PRETZEL CRISPS products are firm but easily crumbled or brittle.

REQUEST NO. 12

Admit that “pretzel” describes the product that is the subject of Application Serial No. 77/192,054 (hereinafter the “Application”).

REQUEST NO. 13

Admit that the product that is the subject of the Application is either a pretzel, or pretzel-like, snack food product.

REQUEST NO. 14

Admit that “pretzel” can be used as a generic term for the product that is the subject of the Application.

REQUEST NO. 15

Admit that the product that is the subject of the Application is a cracker.

REQUEST NO. 16

Admit that “crisps” can be used as a generic term for crackers.

REQUEST NO. 17

Admit that “crisps” is commonly used as a term for crackers.

REQUEST NO. 18

Admit that “crisps” is commonly used as a term for baked snack food items.

REQUEST NO. 19

Admit that “crisps” is used in snack food product names.

REQUEST NO. 20

Admit that “crisps” describes the product that is the subject of the Application.

REQUEST NO. 21

Admit that “crisp” describes the product that is the subject of the Application.

REQUEST NO. 22

Admit that the product that is the subject of the Application is, or is manufactured to be, crisp or crispy.

REQUEST NO. 23

Admit that Applicant describes its PRETZEL CRISPS products as “crispy.”

REQUEST NO. 24

Admit that “crisps” can be used as a term for the product that is the subject of the Application.

REQUEST NO. 25

Admit that Applicant’s packages for its PRETZEL CRISPS products provide nutrition facts for a serving size of a stated number of “crisps.”

REQUEST NO. 26

Admit that the packages for Pepperidge Farm Baked Naturals Pretzel Thins provide nutrition facts for a serving size of a stated number of “crisps.”

REQUEST NO. 27

Admit that “crisps” is used as or as part of the common or usual name in the FDA required statement of identity for some snack food products.

REQUEST NO. 28

Admit that the highlighted portion of each page included in Exhibit A refers to Applicant’s PRETZEL CRISPS products as “crisps.”

REQUEST NO. 29

Admit that the evidence Applicant submitted to the U.S. Patent and Trademark Office in support of acquired distinctiveness of the Application was based in part on an Internet survey on Applicant’s website.

REQUEST NO. 30

Admit that Applicant’s secondary meaning evidence is based in part on its packaging design, as shown in Reg. No. 3,579,225, and the stylization of the term “PRETZEL CRISPS” as shown in the Application.

REQUEST NO. 31

Admit that Applicant does not know whether its secondary meaning evidence is based in part on its packaging design, as shown in Reg. No. 3,579,225, and the stylization of the term “PRETZEL CRISPS” as shown in the Application.

REQUEST NO. 32

Admit that Applicant’s applications Serial Nos. 78/963,000 and 77/457,018 for the mark CIABATTA CRISPS were refused registration by the U.S. Patent and Trademark Office in part or in whole on the basis of genericness.

REQUEST NO. 33

Admit that Applicant attempted unsuccessfully to overcome the genericness refusal of CIABATTA CRISPS in applications Serial Nos. 78/963,000 and 77/457,018.

REQUEST NO. 34

Admit that “ciabatta” and “pretzel” are both generic terms.

REQUEST NO. 35

Admit that “pretzel crisps” describes the product that is the subject of the Application.

REQUEST NO. 36

Admit that “pretzel crisps” can be used as a term for the product that is the subject of the Application.

REQUEST NO. 37

Admit that “pretzel crisps” describes a type of snack food product offered for sale by Applicant and others.

REQUEST NO. 38

Admit that “pretzel crisps” can be used as a term for a type of snack food product offered for sale by third parties.

REQUEST NO. 39

Admit that the highlighted portions of Exhibit B show use of the terms “pretzel” and “pretzels” in association with snack food products by Opposer.

REQUEST NO. 40

Admit that the highlighted portions of Exhibit C show use of the terms “crisp” and “crisps” in association with snack food products by Opposer.

REQUEST NO. 41

Admit that cracker products are currently offered for sale by third parties in association with the term “crisps.”

REQUEST NO. 42

Admit that Exhibit D shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 43

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit D.

REQUEST NO. 44

Admit that Exhibit E shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 45

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit E.

REQUEST NO. 46

Admit that Exhibit F shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 47

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit F.

REQUEST NO. 48

Admit that Exhibit G shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 49

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit G.

REQUEST NO. 50

Admit that Exhibit H shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 51

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit H.

REQUEST NO. 52

Admit that Exhibit I shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 53

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit I.

REQUEST NO. 54

Admit that Exhibit J shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 55

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit J.

REQUEST NO. 56

Admit that Exhibit K shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 57

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit K.

REQUEST NO. 58

Admit that Exhibit L shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 59

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit L.

REQUEST NO. 60

Admit that Exhibit M shows third-party use of the term “crisps” in association with crackers.

REQUEST NO. 61

Admit that Applicant has taken no action to stop the use of the term “crisps” in association with crackers shown in Exhibit M.

REQUEST NO. 62

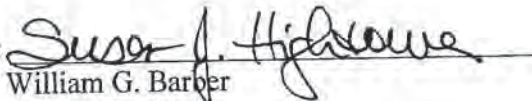
Admit that the terms “crackers” and “crisps” are used interchangeably in the snack food industry in order to refer to the type or genus of products.

REQUEST NO. 63

Admit that the term "crisps" is used in the snack industry in connection with potato snack products, especially those made from dehydrated potatoes.

DATED: April 1, 2010

Respectfully submitted,

By: 
William G. Barber
Susan J. Hightower
PIRKEY BARBER LLP
600 Congress Avenue, Suite 2120
Austin, TX 78701
Telephone: (512) 322-5200

ATTORNEYS FOR OPPOSER

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of OPPOSER'S FIRST SET OF REQUESTS FOR ADMISSION TO APPLICANT has been served via e-mail on counsel for Applicant at the addresses below on April 1, 2010:

David H. Bernstein: dhbernstein@debevoise.com
Julie S. Suh: jssuh@debevoise.com
Debevoise & Plimpton LLP

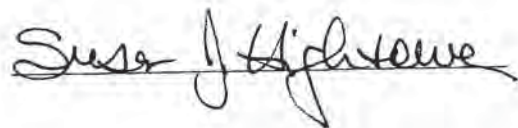


EXHIBIT A



Work It..

..Mama!

June 5, 2008

<http://workit-mama.blogspot.com/2008/06/product-review.html>

Product Review



The Snack Factory's Pretzel Crisps

These tasty little niblets are my new favorite snack. They are described as thin crunchy pretzel crackers - and they are exactly that Pretzel Crackers. They are flattened pretzels which also makes them great for spreading. They are kinda challenging to find but they are worth the grocery search. In most grocery stores I have found in the deli section, but they could be anywhere. Just ask about them and see if they are available. These are so yummy dipped in a healthy dip like salsa - if you are a dipper. For 11 crisps they have 110 calories and 0 grams fat. So don't eat the entire 660 calorie bag, but they are a great single serving snack.

NewProducts

June 2008

http://www.newproductsonline.com/Archives_Davinci?article=1588

Pretzel Crisps

Snack Factory Inc., Princeton, N.J., recently introduced Pretzel Crisps spreadable pretzel crackers. The new “deli style” crackers are a complement to hummus, cheeses, spreads and dips. The crisps are made with all natural ingredients, are fat free, trans fat free and contain 110 calories per serving (approximately 10 crisps). Varieties include Original, Garlic and Everything. SRP: \$2.99

Baking&Snack

February 2008

Circulation: 11,796

124

NEW ON THE SHELF

■ The Snack Factory Protection™ and the new Buffalo Wild Wings® Soft Pretzels are joining up on baked goods shelves this month. The Protection™ Soft Pretzels are made with a soft, chewy texture and a tangy, slightly spicy flavor. The Buffalo Wild Wings® Soft Pretzels are made with a soft, chewy texture and a tangy, slightly spicy flavor. The Buffalo Wild Wings® Soft Pretzels are made with a soft, chewy texture and a tangy, slightly spicy flavor.





January 08, 2008

Visitors per month: 547, 135

<http://www.thestar.com/printArticle/291792>

A good snack at one serving

Doug Cook

Product: The Snack Factory Inc. Original Pretzel Crisps - Price: \$2.99 per 170g bag (Dominion)

Manufacturer: The Snack Factory pretzelcrisps.com Princeton, N.J.

The position: The perfect snack right from the bag and shaped just right to be dippable and take spreads.

Top 4 ingredients: Wheat flour, sugar, salt, malt syrup.

Nutritional breakdown: 110 calories per 28 g (11 crisps); 23 g carb (1g fibre, 2 g sugar); 0 g fat (0 g saturated, 0 g trans); 3 g protein, 230 mg sodium.

Analysis: This snack food was first brought to my attention by some co-workers at the hospital who couldn't seem to get enough of them. Curious, I tried some. They tasted great, and with noticeable "crunch."

These crisps are a variation on the classic twisted pretzel, same basic ingredients, only flattened. This new shape allows them to make the transition from a regular snack food to one ideal for dipping. Taste and utility aside, how did they measure up nutritionally?

Compared to regular salted pretzels, Pretzel Crisps have, on average, the same number of calories and carbs and a little less sodium (28 g of twisted salted pretzels have 106 or so calories and about 380 mg sodium).

Compared to the next most common snack food in this category, plain potato chips, the pretzel crisps do have fewer calories: about 40, and no fat. A 28-gram (one-ounce) serving of plain chips typically gives about 10 g of fat but surprisingly less sodium.

So, what's a snacker to do? If you can keep it to just 11 crisps, or one serving, they make a low-calorie snack that provides just enough crunch and salt to satisfy a craving. Are they "better" than a serving of plain chips? For me, it's splitting hairs.



January 08, 2008
Visitors per month: 547, 135
<http://www.thestar.com/printArticle/291792>

A good snack at one serving

Doug Cook

Product: The Snack Factory Inc. Original Pretzel Crisps

Price: \$2.99 per 170g bag (Dominion)

Manufacturer: The Snack Factory pretzelcrisps.com Princeton, N.J.

The position: The perfect snack right from the bag and shaped just right to be dippable and take spreads.

Top 4 ingredients: Wheat flour, sugar, salt, malt syrup.

Nutritional breakdown: 110 calories per 28 g (11 crisps): 23 g carb (1g fibre, 2 g sugar); 0 g fat (0 g saturated, 0 g trans); 3 g protein, 230 mg sodium.

Analysis: This snack food was first brought to my attention by some co-workers at the hospital who couldn't seem to get enough of them. Curious, I tried some. They tasted great, and with noticeable "crunch."

These crisps are a variation on the classic twisted pretzel, same basic ingredients, only flattened. This new shape allows them to make the transition from a regular snack food to one ideal for dipping. Taste and utility aside, how did they measure up nutritionally?

Compared to regular salted pretzels, Pretzel Crisps have, on average, the same number of calories and carbs and a little less sodium (28 g of twisted salted pretzels have 106 or so calories and about 380 mg sodium).

Compared to the next most common snack food in this category, plain potato chips, the pretzel crisps do have fewer calories: about 40, and no fat. A 28-gram (one-ounce) serving of plain chips typically gives about 10 g of fat but surprisingly less sodium.

So, what's a snacker to do? If you can keep it to just 11 crisps, or one serving, they make a low-calorie snack that provides just enough crunch and salt to satisfy a craving. Are they "better" than a serving of plain chips? For me, it's splitting hairs.

The key to including these kinds of extras in your diet comes down to portions – can you keep them in check? Like chips, flavoured variations of the same product means more sodium and calories making portion control paramount.

Alternative: Eat regular twisted pretzels with less crunch.

Take it or leave it: This is a reasonable crunchy snack but try to keep it to one serving.

Baking&Snack

February 2008

Circulation: 11,796

124 NEW ON THE SHELF

The Snack Factory, Princeton, NJ, adds a new Buffalo Wing variety to its Pretzel Fries lineup. Flocked and cholesterol-free snacks. The 100-Cal serving of 10 pieces contains 1 gram of fat and 2 g of protein. Like the other varieties in the Pretzel Fries line, the Buffalo Wing flavor is free of saturated and trans fats. The fries are available in 2.5-oz. and 6-oz. packages. www.pretzelsnack.com



Baking & Snack

FEBRUARY 2008

The knowledge authority for development,

production, packaging

grain-based food

15th Annual CAPITAL SPENDING SURVEY

124 NEW ON THE SHELF

■ The Snack Factory, Princeton, NJ, adds a new Buffalo Wing variety to its Pretzel Crisps lineup of baked and cholesterol-free snacks. The 100-Cal serving of 10 crisps contains 1.5 g of fat and 3 g of protein. Like the other varieties in the Pretzel Crisp line, the Buffalo Wing flavor is free of saturated and trans fats. The crisps are available in 2.5-, 5- and 6-oz packages. www.pretzelcrisps.com



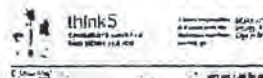
■ Roman Meal, Tacoma, WA, introduces all-natural hot cereal made with whole grains. Available in Northwest Trails, Vermont Maple, Dark Chocolate Razz and Cranberry Passion varieties, the hot cereals are made with real fruit, seeds and

organic barley, oats, rye and whole flax. The heart-healthy product, which contains natural

grain by the Whole Grains Council.

The company also adds a Dark Chocolate Peanut Variety to its 100% Whole Grain & Fruit Soft & Chewy snack bars. The all-natural bars, made without artificial flavors, colors, refined sugars or high-fructose corn syrup, are an excellent source of whole grains (16 g) and an excellent source of fiber (5 g). www.clements cereal.com

■ Think Products, Ventura, CA, introduces think5 nutrition bars, which combine five cups of fruit and vegetables into one bar. The gluten-free bars feature broccoli, spinach, apples and cranberries. Available in Red Berries and Chocolate Covered Red Berries varieties, the bars contain 240 and 290 Cal, respectively. High in fiber and a good source of omega-3 fatty acids, the bars also provide essential nutrients, vita-



mins and minerals through the inclusion of acerola berries, sweet potatoes, brown

The bowls are available in Oatmeal, Cream of Rice, Steel-Cut Oats and Multi Grain made with seven organic whole grains. The hot cereals are lightly sweetened with

organic agave nectar. A 9-oz package retails for \$2.29.

The company also offers non-dairy Cheeze Rice-Crust pizza. The



6-oz, single-serve pizza is topped with soy-based mozzarella and ricotta cheeses, Amy's authentic Italian pizza sauce, made with organic sun-ripened tomatoes and a blend of herbs. The gluten-free pizza retails for \$3.99. www.amys.com

■ Bridor, Boucherville, QB, introduces the award-winning 2008 Flavor of the Year bread products. The ready-to-bake lunch Viennese pastry is made with pure butter. Design: Laxa.



www.bakingbusiness.com

ASG-100-PUBLICATION

DIABETES IN THE BEDROOM

THE 2007 GUIDE TO THE AMERICAN DIABETES ASSOCIATION FOR PEOPLE WITH TYPE 2 DIABETES

Diabetes Forecast

supermarket finds: product of the month

The Snack Factory Pretzel Crisps

Everyone loves the occasional treat to go alongside their sandwiches. Instead of fat-laden cookies and chips, why not crunch your way through a handful of Snack Factory Pretzel Crisps? The Snack Factory bills this as the world's "only spreadable pretzel cracker," which means it can be topped with low-fat dips and spreads. These delightful pretzel-shaped crackers come in original, "everything,"

and garlic flavors. Free of all fats and with a very reasonable amount of carbohydrate per serving, they make lunch fun! Available on your grocer's shelf, they retail for \$2.99. www.pretzelcrisps.com. The Snack Factory, P.O. Box 3652, Princeton, NJ 08543, (609) 683-5400.

—R.W.

Nutrition Facts

Garlic

Serving Size 11 crisps

Servings per Container about 6

Amount per Serving

Calories 100 Calories From Fat 0

Total Fat 0 grams

Saturated Fat 0 grams

Cholesterol 0 milligrams

Sodium 320 milligrams

Total Carbohydrate 21 grams

Dietary Fiber <1 gram

Sugars 2 grams

Protein 3 grams

All products featured in this section are chosen solely on the bases of nutrition, ease of preparation, taste, and uniqueness. Neither *Diabetes Forecast* nor the author have been paid by the manufacturers for inclusion in this



Bone Health Boosters

Sizzling Summer Grill Recipes

4 Stroke Stoppers You Need to Know

EXHIBIT B



Search

HOME WHERE TO BUY CAREERS FOR SPECIAL DIETS FAQ NEWS

Search Results

Didn't find what you were looking for? Search again

pretzel Search

Results 1 - 10 for pretzel (0.37 seconds)

ROLD GOLD® Classic Style Pretzel Sticks

ROLD GOLD® Classic Style Pretzel Sticks are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/rold-gold-classic-sticks.html

ROLD GOLD® Pretzel Waves Parmesan Garlic Flavored Pretzel Snacks

ROLD GOLD® Pretzel Waves Parmesan Garlic Flavored Pretzel Snacks are a unique combination of great taste, great crunch and good fun™ rolled into one great ...

fritolay.com/our-snacks/rold-gold-waves-parmesan-garlic.html

ROLD GOLD®

We start with quality ingredients and bake our pretzels with old-world care to deliver the robust, hearty flavor you expect from ROLD GOLD® Pretzels.

www.fritolay.com/our-snacks/rold-gold.html

Products Certified Kosher – Orthodox Union

ROLD GOLD® Classic Style Pretzel Thins ROLD GOLD® Classic Style Rods ... ROLD GOLD® Pretzel Waves Rosemary Garlic Parmesan Pretzel Snacks ...

www.fritolay.com/products-certified-kosher-orthodox-union.html

Products Not Containing Soy

Feb 18, 2010 ... ROLD GOLD® Honey Wheat Braided Twists Pretzels ROLD GOLD® Pretzel Waves Buffalo Wings Flavored Pretzel Snacks ...

www.fritolay.com/products-not-containing-soy.html

Products Not Containing Lactose or Milk

ROLD GOLD® Football Shaped Pretzels ROLD GOLD® Honey Mustard Tiny Twists ... ROLD GOLD® Pretzel Waves Buffalo Wings Flavored Pretzel Snacks ...

www.fritolay.com/products-not-containing-lactose-or-milk.html

Products Not Containing MSG

Feb 18, 2010 ... ROLD GOLD® Honey Wheat Braided Twist Pretzels ROLD GOLD® Pretzel Waves Buffalo Wings Flavored Pretzel Snacks ROLD GOLD® Sourdough Pretzel ...

www.fritolay.com/products-not-containing-msg.html

Frito-Lay Works with American Heart Association to Launch Rold ...

Feb 9, 2004 ... PLANO, Texas - Frito-Lay announced today a collaboration with the American Heart Association to launch Rold Gold Heartzels Pretzels ...

www.fritolay.com/about-us/press-release-20040209.html

Products Certified Kosher – Orthodox Union | Frito-Lay

ROLD GOLD® Classic Style Tiny Twists Pretzels ROLD GOLD® Hard Sourdough Pretzels ... ROLD GOLD® Pretzel Waves Rosemary Garlic Parmesan Pretzel Snacks ...

www.fritolay.com/our-products-certified-kosher-orthodox-union.html

Seasoned Products Made Without Porcine Enzymes | Frito-Lay

Feb 24, 2010 ... ROLD GOLD® Honey Mustard Tiny Twist Pretzels ... ROLD GOLD® Pretzel Waves Buffalo Wings Flavored Pretzel Snacks ...

www.fritolay.com/seasoned-products-made-without-porcine-enzymes.html

1 2 3 Next

© 2010 Frito-Lay, Inc. / BOPTR AMERICA, INC.



Search

HOME WHERE TO BUY CAREERS FOR SPECIAL DIETS FAQ NEWS

Search Results

Didn't find what you were looking for? Search again

pretzel Search

Results 11 - 18 for pretzel (0.34 seconds)

Products Not Containing Soy | Frito-Lay

ROLD GOLD® Baked Cheddar Mini Sticks Pretzels ROLD GOLD® Butter Flavored Checkers ... ROLD GOLD® Pretzel Waves Buffalo Wings Flavored Pretzel Snacks ...
www.fritolay.com/your-health/products-not-containing-soy.html

Full List of Brands | Frito-Lay

ROLD GOLD® Cheddar Cheese Tiny Twists Pretzels ROLD GOLD® Classic Style Pretzel Sticks ... ROLD GOLD® Pretzel Waves Cheddar Blend Flavored Pretzel Snacks ...
www.fritolay.com/our-snacks/full-list-of-brands.html

Products Not Containing Onion

Feb 19 2010 ... ROLD GOLD® Classic Style Tiny Twists Pretzels ... ROLD GOLD® Football Shaped Pretzels ROLD GOLD® Sourdough Pretzel Nuggets ...
www.fritolay.com/products-not-containing-onion.html

Products with Nuts and/or Produced with Nuts

ROLD GOLD® Pretzel Waves Buffalo Wings Flavored Pretzel Snacks ROLD GOLD® Whole Grain Classic Style Tiny Twist Pretzels SABRITAS® Fluts (all varieties) ...
www.fritolay.com/products-with-nuts-and-or-produced-with-nuts.html

ROLD GOLD® Honey Mustard Tiny Twist Pretzels

ROLD GOLD® Honey Mustard Tiny Twist Pretzels are a unique combination of great taste great crunch and good fun™ rolled into one great chip.
www.fritolay.com/our-snacks/rold-gold-honey-mustard-twists.html

ROLD GOLD® Fat Free Tiny Twists Pretzels

ROLD GOLD® Fat Free Tiny Twists Pretzels are a unique combination of great taste great crunch and good fun™ rolled into one great chip.
www.fritolay.com/our-snacks/rold-gold-fat-free-twists.html

ROLD GOLD® Honey Wheat Braided Twists

ROLD GOLD® Honey Wheat Braided Twists are a unique combination of great taste great crunch and good fun™ rolled into one great chip.
fritolay.com/our-snacks/rold-gold-twists-honey-wheat.html

Press Release Archive | Frito-Lay

Frito-Lay Works with American Heart Association to Launch Rold Gold Pretzels with Heart-Check Mark® Logo - February 9 2004 ...
fritolay.com/about-us/press.html

In order to show you the most relevant results we have omitted some entries very similar to the 18 already displayed.

If you like, you can [repeat the search with the omitted results included](#)

Previous 1 2

© 2014 FRITO-LAY NORTH AMERICA, INC.

EXHIBIT C



Search Results

Didn't find what you were looking for? Search again.

Results 1 - 10 for crisps (0.38 seconds)

BAKEDI LAYS® Original Potato Crisps

BAKEDI LAYS® Original Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/baked-lays-original.html

FLAT EARTH®

Flat Earth™ veggie crisps are deliciously fun, baked snacks made with the goodness of real vegetables and other wholesome ingredients. These

www.fritolay.com/our-snacks/flat-earth.html

MUNCHOS® Regular Potato Crisps

MUNCHOS® Regular Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip. Click on WHERE TO BUY to find ...

www.fritolay.com/our-snacks/munchos-regular-potato.html

FLAT EARTH® Farmland Cheddar Flavored Baked Veggie Crisps

FLAT EARTH® Farmland Cheddar Flavored Baked Veggie Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/flat-earth-farmland-cheddar-veggie.html

LAYS® STAX® Mesquite Barbecue Flavored Potato Crisps

LAYS® STAX® Mesquite Barbecue Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/lays-stax-mesquite-bbq.html

TrueNorth® Almond Cranberry Crisps

TrueNorth® Almond Cranberry Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/true-north-almond-cranberry-crisps.html

New On Boy! Oberto Beef Jerky Crisps Revolutionize the Snack ...

Aug 13, 2005 ... Oberto Beef Jerky Crisps: The innovative, first-of-its-kind snack, designed to bridge the gap between beef jerky and traditional snack chips ...

fritolay.com/press-release-20050813.html

Frito-Lay Introduces New Lay's Stax Potato Crisps | Frito-Lay

Aug 14, 2003 ... PLANO, Texas – Starting next week, Frito-Lay begins rolling out Lay's Stax potato crisps stacked in a portable, resealable, crush-resistant ...

www.fritolay.com/about-us/press-release-20030814.html

BAKEDI RUFFLES® Cheddar & Sour Cream Flavored Potato Crisps

RUFFLES® Cheddar & Sour Cream Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/baked-ruffles-cheddar-sour-cream.html

FLAT EARTH® Tangy Tomato Ranch Flavored Baked Veggie Crisps

FLAT EARTH® Tangy Tomato Ranch Flavored Baked Veggie Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.

www.fritolay.com/our-snacks/flat-earth-tomato-ranch.html

1 2 3 4 5 6 7 8 9 10 [Next](#)

© 2019 FRITO-LAY NORTH AMERICA, INC.



Search Results

Didn't find what you were looking for? Search again

Results 11 - 20 for crisps (0.34 seconds)

Frito-Lay: Flat Earth Fruit Crisps and Veggie Crisps Make What ...
Feb 16, 2007 ... PLANO, Texas – Flat Earth is making the impossible – possible by combining great taste and nutrition in a fruit crisp and vegetable crisp ...
fritolay.com/press-release-20070216.html

Products Not Containing Gluten
Feb 24, 2010 ... LAY'S® Cheddar & Sour Cream Flavored Potato Crisps ... LAY'S® Parmesan & Tuscan Herb Flavored Potato Crisps BAKED! LAY'S® Sour Cream & Onion ...
www.fritolay.com/products-not-containing-gluten.html

Products Not Containing MSG
Feb 18, 2010 ... LAY'S® Parmesan and Tuscan Herb Flavored Potato Crisps BAKED! LAY'S® Sour Cream & Onion Flavored Potato Crisps ...
www.fritolay.com/products-not-containing-msg.html

Frito-Lay Takes "Great Taste Snack Chip Know-How" to Create New ...
Mar 12, 2008 ... Introducing New Lay's Cracker Crisps and Cheatos Cracker Trax ... Lay's Cracker Crisps is a light and irresistible tasting oven-baked crisp ...
www.fritolay.com/about-us/press-release-20080312.html

Products Not Containing Onion
Feb 10, 2010 ... LAY'S® STAX® Original Flavored Potato Crisps LAY'S® STAX® Salt & Vinegar Flavored Potato Crisps ... MUCHOS® Regular Potato Crisps ...
www.fritolay.com/products-not-containing-onion.html

TrueNorth® Pistachio Crisps
TrueNorth® Pistachio Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip. Click on WHERE TO BUY to find ...
www.fritolay.com/out-snacks/true-north-crisps-pistachio.html

In Time For Back-To-School, FLAT EARTH® Launches Fruit Crisp and ...
Aug 16, 2007 ... PLANO, Texas – FLAT EARTH® the snack that brings great taste and nutrition together in a baked fruit crisp and vegetable crisp ...
fritolay.com/press-release-20070816.html

FL Canada Seasoned Snacks Without Porcine Enzymes
Jan 20, 2010 ... LAY'S® STAX® Salt & Vinegar Flavoured Potato Crisps LAY'S® STAX® Sour Cream & Onion Flavoured Potato Crisp ...
www.fritolay.com/fl-canada/seasoned-snacks-without-porcine-enzymes.html

BAKED! LAY'S® Southwestern Ranch Flavored Potato Crisps
BAKED! LAY'S® Southwestern Ranch Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip ...
www.fritolay.com/baked-la-southwestern-ranch.html

LAY'S® STAX® Original Flavored Potato Crisps
LAY'S® STAX® Original Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip ...
www.fritolay.com/lay-stax-original.html

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

© 2010 FRITO-LAY NORTH AMERICA, INC.



Search Results

Didn't find what you were looking for? Search again

Results 21 - 30 for crisps (0.29 seconds)

BAKED! LAY'S® Sour Cream & Onion Flavored Potato Crisps

LAY'S® Sour Cream & Onion Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.
fritolay.com/baked-lays-sour-cream-onion.html

BAKED! LAY'S® Barbecue Flavored Potato Crisps

BAKED! LAY'S® Barbecue Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.
www.fritolay.com/baked-lays-barbecue.html

BAKED! LAY'S® Cheddar & Sour Cream Flavored Potato Crisps

LAY'S® Cheddar & Sour Cream Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.
www.fritolay.com/baked-lays-cheddar-sour-cream.html

BAKED! LAY'S® Parmesan & Tuscan Herb Flavored Potato Crisps

LAY'S® Parmesan & Tuscan Herb Flavored Potato Crisps are a unique combination of great taste, great crunch and good fun™ rolled into one great chip.
www.fritolay.com/baked-lays-parmesan-tuscan-herb.html

BAKED!

BAKED! LAY'S® Cheddar & Sour Cream Flavored Potato Crisps: Baked, Gluten Free, 0g Trans Fat ... BAKED! LAY'S® Southwestern Ranch Flavored Potato Crisps ...
www.fritolay.com/baked.html

Products Not Containing Lactose or Milk

LAY'S® Original Potato Crisps BAKED! RUFFLES® Original Potato Crisps ... MUCHOS® Regular Potato Crisps HUT HARVEST® Natural Lightly Roasted Almonds ...
www.fritolay.com/products-not-containing-lactose-or-milk.html

Products Not Containing Gluten and Casein

RUFFLES® Original Potato Crisps BAKED! TOSTITOS® Scooped Tortilla Chips ... MUCHOS® Regular Potato Crisps HUT HARVEST® Natural Honey Roasted Peanuts ...
www.fritolay.com/products-not-containing-gluten-and-casein.html

Good Source of Vitamin C

FLAT EARTH® Farmland Cheddar Flavored Baked Veggie Crisps ... FLAT EARTH® Tangy Tomato Ranch Flavored Baked Veggie Crisps LAY'S® Barbecue Flavored Potato ...
www.fritolay.com/good-source-of-vitamin-c.html

Products Certified Kosher – Orthodox Union

STACY'S® Soy Thin Sticky Bun Crisps STACY'S® Soy Thin Sweet BBQ Crisps ... STACY'S® Soy Thin Simply Cheese Crisps TOSTITOS® Flour Tortilla Chips ...
www.fritolay.com/products-certified-kosher-orthodox-union.html

LAY'S®

BAKED! LAY'S® Southwestern Ranch Flavored Potato Crisps: Baked, Gluten Free, Porkme Free ... LAY'S® STAX® Mesquite Barbecue Flavored Potato Crisps ...
www.fritolay.com/lays.html

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

[HOME](#) [WHERE TO BUY](#) [CAREERS](#) [FOR SPECIAL DIETS](#) [FAQ](#) [NEWS](#)

Search Results

Didn't find what you were looking for? Search again

Results 31 - 40 for crisps (0.37 seconds)

Snacking Now Made Easier with Frito-Lay's New Smart Snack Ribbon ...

Aug 6 2003 ... Lay's potato crisps will be the first product to feature the new Smart ... Lay's potato crisps and Baked! Tostitos tortilla chips were first ...
www.fritolay.com/about-us/press-release-20030806.html

Frito-Lay Asks Women to 'Inspire Us' with Real Life Stories ...

Jul 1 2009 ... Lay's Southwestern Ranch potato crisps and Flat Earth Spicy Salsa baked veggie crisps both use innovative technology to bake spices or dried ...
fritolay.com/about-us/press-release-20090701.html

Baked Snacks

FLAT EARTH® Farmland Cheddar Flavored Baked Veggie Crisps ... FLAT EARTH® Tangy Tomato Ranch Flavored Baked Veggie Crisps FRITO-LAY® Crackers (all varieties ...
www.fritolay.com/baked-snacks.html

Frito-Lay's TrueNorth® Brand Continues to Follow its Passion by ...

Sep 8 2009 ... TrueNorth Nut and Fruit Crisps. These delicious 100% natural, light-textured nut crisps are baked to an airy perfection with freshly roasted ...
fritolay.com/about-us/press-release-20090908.html

Finding Your TrueNorth in the Snack Aisle | Frito-Lay

By elevating the 'simple nut' into three unique nut snacks – nut slusters, nut crisps and nut crunches – each TrueNorth variety offers consumers a different ...
www.fritolay.com/about-us/press-release-20080419.html

Frito-Lay Baked Snacks

Oct 1 2009 ... FLAT EARTH® Farmland Cheddar Flavored Baked Veggie Crisps ... FLAT EARTH® Tangy Tomato Ranch Flavored Baked Veggie Crisps ...
www.fritolay.com/your-health/baked-snacks.html

Quaker Rice Snacks are "Fad Free" | Frito-Lay

Apr 1 2005 ... Quaker Soy Crisps, made with 5-5 grams of soy protein, are available in two flavors nationally. For more information visit ...
www.fritolay.com/about-us/press-release-20050401.html

Frito-Lay Launches Print Ad Campaign Declaring America's Favorite ...

Lay's potato crisps and Baked! Tostitos tortilla chips were first introduced along with a ... Tostitos tortilla chips. Ruffles Reduced Fat potato crisps ...
fritolay.com/press-release-20030923.html

Consumers' Focus on Importance of Calories Leads to Improve Name ...

Jun 1 2004 ... Additionally, Frito-Lay has begun distributing soy-based crisps under the ... Ruffles Potato Crisps, Baked! Doritos Tortilla Chips, Baked! ...
www.fritolay.com/about-us/press-release-20040601.html

TrueNorth®

TrueNorth® Almond Cranberry Crisps MSG Free Contains Peanuts Porcine Free Kosher OU Onion Free 0g Trans Fat ... TrueNorth® Pistachio Crisps ...
fritolay.com/our-snacks/true-north.html

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

©2010 FRITO-LAY NORTH AMERICA, INC.



Search Results

Didn't find what you were looking for? Search again.

Results 41 - 50 for crisps (0.38 seconds)

Products Not Containing Gluten and Casein | Frito-Lay

LAY'S® Original Potato Crisps BAKED! RUFFLES® Original Potato Crisps ... MUNICHOS® Regular Potato Crisps HUT HARVEST® Natural Honey Roasted Peanuts ...
www.fritolay.com/your-products-not-containing-gluten-and-casein.html

Full List of Brands | Frito-Lay

BAKED! LAY'S® Cheddar & Sour Cream Flavored Potato Crisps ... BAKED! LAY'S® Southwestern Ranch Flavored Potato Crisps ...
www.fritolay.com/your-snacks/full-list-of-brands.html

Good Source of Fiber

STACY'S® Soy Thin Simply Cheese Crisps STACY'S® Soy Thin Sticky Bun Crisps STACY'S® Soy Thin Sweet BBQ Crisps TrueNorth™ Almond Clusters ...
www.fritolay.com/good-source-of-fiber.html

Frito-Lay's TrueNorth® Brand Introduces Two New Flavors Just for ...

Dec 14, 2009 ... TrueNorth first launched in 2008 with Pecan-Almond-Peanut Clusters, Almond Clusters, Pistachio Crisps and Almond Crisps ...
www.fritolay.com/about-us/press-release-20091214.html

For Special Dietary Needs | Frito-Lay

LAY'S® Parmesan and Tuscan Herb Flavored Potato Crisps BAKED! ... LAY'S® Sour Cream & Onion Artificially Flavored Potato Crisps BAKED! ...
www.fritolay.com/your-health-for-special-dietary-needs.html

Frito-Lay Names Winner of 'Inspire Us' Contest | Frito-Lay

Sep 24, 2009 ... Lay's Southwestern Ranch potato crisps uses innovative technology to bake spices into each crisp, which delivers great flavor without ...
www.fritolay.com/press-release-20090924.html

Press Release Archive | Frito-Lay

Frito-Lay Takes 'Great Taste Snack Chip Know-How' to Create New Cracker Experience - March 12, 2008 - Introducing New Lay's Cracker Crisps and Cheetos ...
fritolay.com/about-us/press.html

For Special Dietary Needs

LAY'S® Southwestern Ranch Flavored Potato Crisps CHEETOS® Asteroids 100 Calorie Mini Bites Cheese Flavored Snacks CHEETOS® Asteroids Mini Bites Cheese ...
www.fritolay.com/for-special-dietary-needs.html

Frito-Lay Gives Women a World of Their Own | Frito-Lay

Mar 4, 2009 ... Lay's Southwestern Ranch and Flat Earth Spicy Salsa use innovative technology to bake spices or dried vegetables into each crisp ...
fritolay.com/press-release-20090304.html

Our Latest Snacks | Frito-Lay

Baked! Lay's® Southwestern Ranch flavor. Taste the difference in our tasty, feel good potato crisps, now with baked in flavor ...
www.fritolay.com/our-latest-snacks.html

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [Next](#)

© 2010 FRITO-LAY NORTH AMERICA, INC.



[HOME](#)
[WHERE TO BUY](#)
[CAREERS](#)
[FOR SPECIAL DIETS](#)
[FAQ](#)
[NEWS](#)


[OUR PRODUCTS](#)
[ABOUT US](#)

Search Results

Didn't find what you were looking for? Search again

Results 51 - 60 for crisps (0.32 seconds)

Straight Talk on Snacking | Frito-Lay
 LAY'S® potato crisps which have 3.5 grams of fat or less per serving. The good news about all our chips is that we make them with "good" oil. ...
www.fritolay.com/your-health/features-answers.html

Products Certified Kosher – Triangle K
 (MUNCHOS® brand Regular Potato Crisps SAUTITAS® brand Tortilla Chips SUNCHIPS® brand Original Flavored Multigrain Snacks TOSTITOS® brand Bite Size Tortilla ...
www.fritolay.com/products-certified-kosher/triangle-k.html

RUFFLES®
 BAKED! RUFFLES® Cheddar & Sour Cream Flavored Potato Crisps Baked Gluten Free 0g Trans Fat BAKED! RUFFLES® Original Potato Crisps ...
fritolay.com/our-snacks/ruffles.html

Tostitos Is First Frito-Lay Package To Call Out "0 Grams Trans Fat" ...
 Sep 9 2004 ... Frito-Lay already offers low-fat and better-for-you snacks including Baked Lay's Potato Crisps Baked Doritos Tortilla Chips Baked Tostitos ...
www.fritolay.com/about-us/press-release-20040909.html

Frito-Lay Launches SmartFood Peanut Butter Apple Popcorn Clusters ...
 Aug 17 2009 ... Lay's Flat Earth baked veggie crisps and 100-calorie packages of Fritos and others of Frito-Lay's most popular brands ...
www.fritolay.com/about-us/press-release-20090817.html

Frito-Lay Launches New Low-Carb Doritos | Frito-Lay
 Jan 14 2004 ... These products include Baked Lay's Crisps Baked Doritos Chips Baked Tostitos Chips Ruffles Reduced Fat Rold Gold Honey Wheat Pretzels ...
fritolay.com/about-us/press-release-20040114.html

Frito-Lay's Most Popular Brands Already Labeling Trans Fat Prior ...
 Jul 9 2003 ... Lay's Crisps Baked! Doritos Chips Baked! Tostitos Chips Reduced Fat Ruffles Chips Rold Gold Honey Wheat Pretzels WOW! ...
www.fritolay.com/about-us/press-release-20030709.html

Frito-Lay Eliminates Trans Fats from America's Favorite Salty ...
 Sep 24 2002 ... Some of these products include Baked Lay's Crisps Baked Doritos Chips Baked Tostitos Chips Reduced Fat Ruffles Chips Rold Gold Honey ...
fritolay.com/about-us/press-release-20020924.html

Frito-Lay Launches Low Sodium Versions of its Top Selling Snack ...
 Apr 10 2008 ... Lay's potato crisps and Baked! Tostitos tortilla chips were first introduced Frito-Lay led the industry with its response to trans fats ...
www.fritolay.com/about-us/press-release-20080410.html

PepsiCo Completes Acquisition of Stacy's Pita Chip Company | Frito-Lay
 Jan 12 2006 ... In addition to pita chips Stacy's also offers three flavors of soy thin crisps (White Cheddar Sweet BBQ and Buttery Caramel) ...
www.fritolay.com/about-us/press-release-20060112.html

[Previous](#)
[1](#)
[2](#)
[3](#)
[4](#)
[5](#)
[6](#)
[7](#)
[8](#)
[Next](#)

© 2016 FRITO-LAY NORTH AMERICA, INC.



Search

YOU'RE HERE TO BUY CAREERS FOR SPECIAL DIETS FIND US

Search Results

Didn't find what you were looking for? Search again

crisps Search

Results 61 - 67 for crisps (0.35 seconds)

Frito-Lay Southern California Regional Operations Team Wins ...

May 17, 2001 ... makes Lay's and Ruffles Potato Chips, Doritos Tortilla Chips, Tostitos Tortilla Chips, Rold Gold Pretzels and Baked Lay's Potato Crisps ...
www.fritolay.com/about-us/press-release-20010517b.html

The Perfect Pair Introduced: New Baked! Tostitos Scoops! Tortilla ...

Lays Potato Crisps, Aquafina water, Quaker Chewy Granola Bars and Quaker Rice Snacks
Frito-Lay North America is the \$10 billion convenient foods division ...
fritolay.com/press-release-2000092002.html

2005 | Frito-Lay

August 18, 2005: New Oh Boy! Obeato Beef Jerky Crisps Revolutionize the Snack Industry
June 22, 2005: Frito-Lay Cuts the 'Green Ribbon' in Rochester ...
www.fritolay.com/press-release-2005.html

MUNCHOS®

MUNCHOS® Regular Potato Crisps: Gluten and Casein Free, Gluten Free, Lactose Free, MSG Free, Kosher Triangle K, Onion Free, 0g Trans Fat ...
fritolay.com/about-us/snacks/munchos.html

2003 | Frito-Lay

August 14, 2003: Frito-Lay Introduces New Lay's Stax Potato Crisps August 5, 2003
Snacking Now Made Easier with Frito-Lay's New Smart Snack Ribbon Label ...
www.fritolay.com/about-us/press-release-2003.html

Frito-Lay

Frito-Lay, a company that's all about good fun—doing good things when it comes to making snacks and caring for the environment. Frito-Lay, a proud member of ...
www.fritolay.com

THE HAPPINESS EXHIBIT | Lay's® Potato Chips


Wherever smiles happen and happiness is celebrated, you'll find LAY'S® potato chips. From backyard BBQs and birthday parties to 4th of July picnics ...
www.fritolay.com/lays/index.html

In order to show you the most relevant results, we have omitted some entries very similar to the 67 already displayed.

If you like, you can [repeat the search with the omitted results included](#).

Previous 1 2 3 4 5 6 7

EXHIBIT D



Triscuit Thin Crisps

Baked Whole Grain Wheat Crackers

ORIGINAL

EXHIBIT E



EXHIBIT F



EXHIBIT G

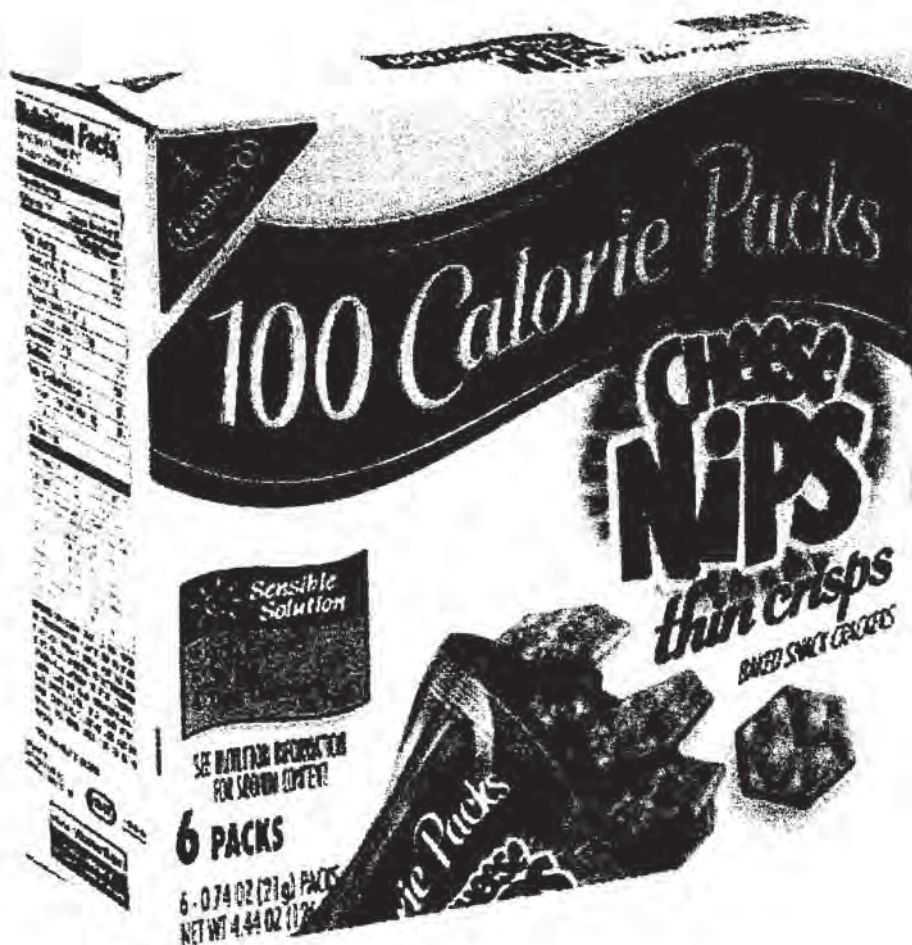


EXHIBIT H

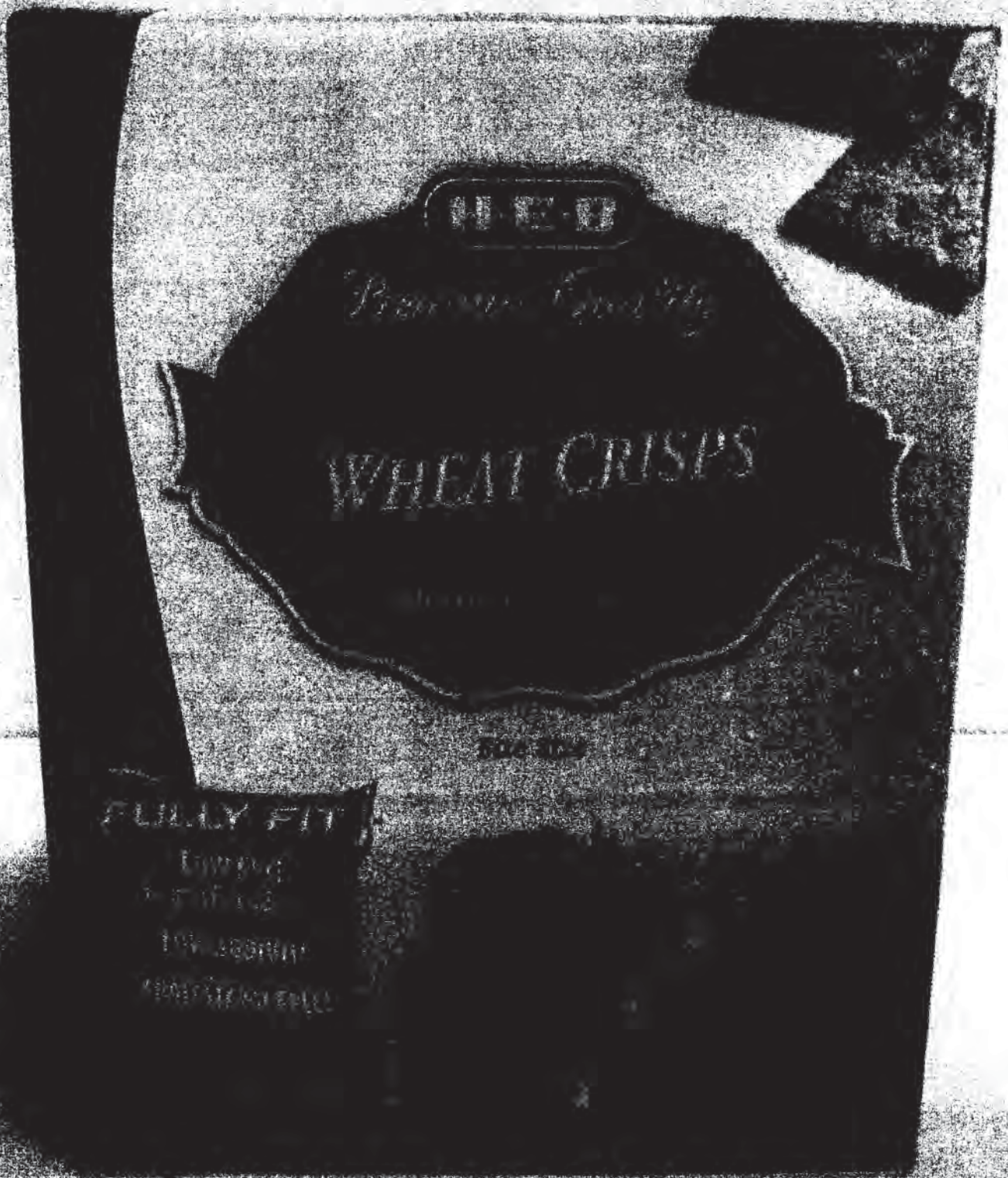


EXHIBIT I

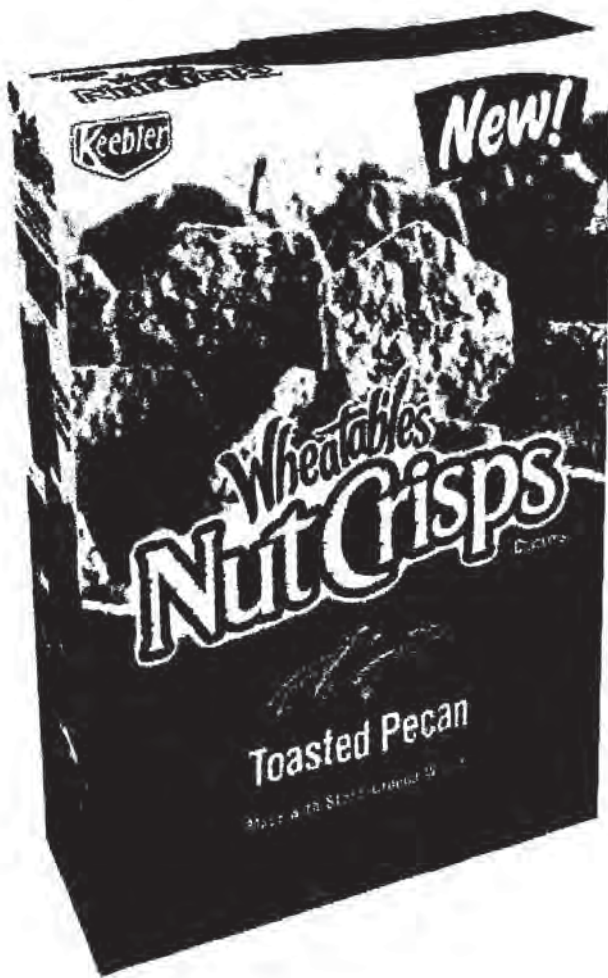


EXHIBIT J

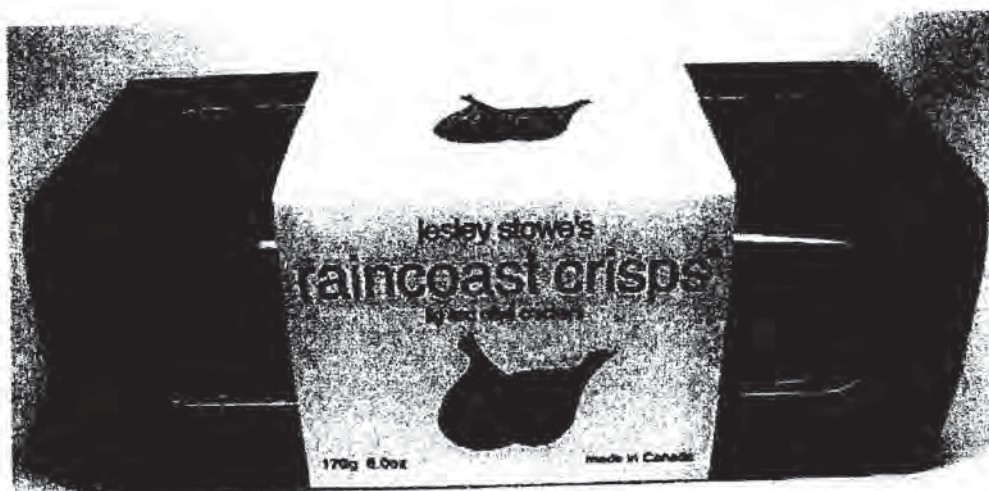


EXHIBIT K

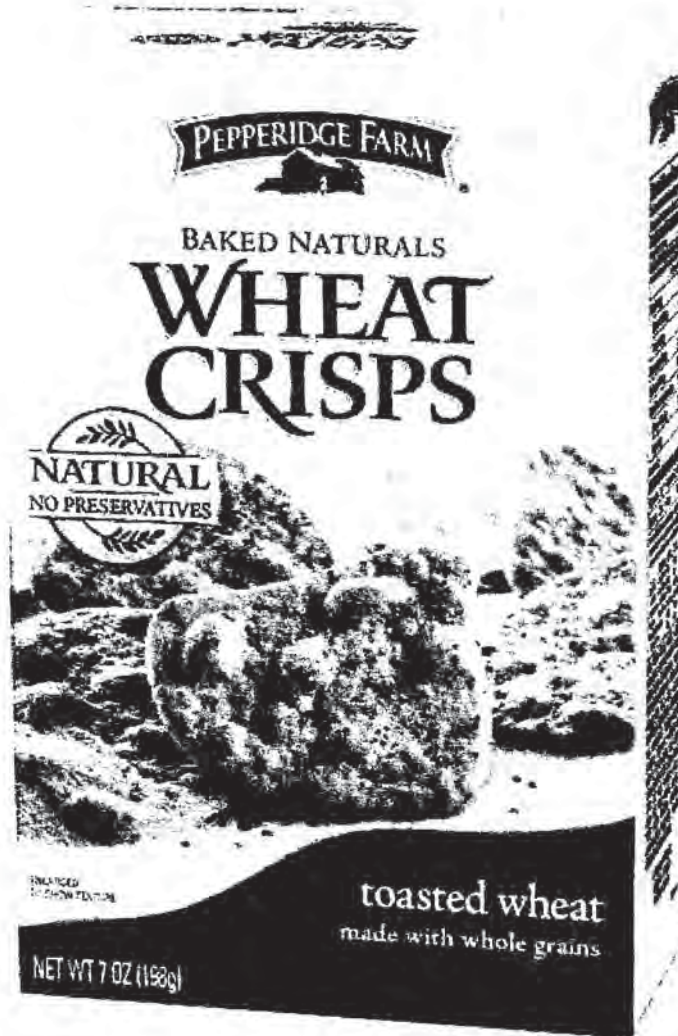


EXHIBIT L

PREPARED BY
DAVID N. NATURAL
Cheese
CRISPS

EXHIBIT M

	X	
FRITO-LAY NORTH AMERICA, INC.	:	
	:	
Opposer,	:	
	:	
v.	:	
	:	
PRINCETON VANGUARD, L.L.C.,	:	Opposition No. 91190246
	:	
Applicant.	:	
	:	
	X	

Applicant Princeton Vanguard, L.L.C. (“Princeton Vanguard” or “Applicant”), pursuant to Rules 26 and 36 of the Federal Rules of Civil Procedure, Rule 2.120(h) of the Trademark Rules of Practice (37 C.F.R. § 2.120(h)), by and through its attorneys Debevoise & Plimpton LLP, hereby responds and objects to Opposer’s First Set of Requests for Admission to Applicant (“Requests”) of Opposer Frito-Lay North America, Inc. (“Frito-Lay” or “Opposer”) dated April 1, 2010.

These responses are based on the information currently available to Applicant. Princeton Vanguard reserves the right to amend, supplement, or modify its responses and objections at any time in the event that it obtains additional or different information.

GENERAL OBJECTIONS

All of the General Objections set forth herein apply to and are incorporated into each of the specific responses to the Requests set forth below and have the same force and effect as if fully set forth therein, whether or not expressly incorporated by reference in such specific responses. Without waiving any of these General Objections to the extent they apply to each of the Requests, Princeton Vanguard may specifically refer to certain General Objections in responding to certain Requests.

The failure of Princeton Vanguard to object to any specific Request on a particular ground shall not be construed as a waiver of its rights to object on any additional ground or grounds. Princeton Vanguard reserves the right to amend and/or supplement its objections and responses at any time consistent with further investigation and discovery.

Princeton Vanguard objects to each Request to the extent it seeks information protected from disclosure by the attorney-client privilege, the work product doctrine, the common interest privilege or any other applicable privileges, immunities, or protections from disclosure. Any inadvertent disclosure of information protected by the attorney-client privilege, the work product doctrine, the common interest privilege or any other applicable privilege, immunity, or protection from disclosure is not intended and should not be construed to constitute a waiver of such privilege, immunity, or protection.

SPECIFIC OBJECTIONS AND RESPONSES

REQUEST FOR ADMISSION NO. 1

Admit that “pretzel” is a generic term for a food product.

RESPONSE TO REQUEST FOR ADMISSION NO. 1

Subject to and without waiving the foregoing General Objections, Princeton Vanguard admits that “pretzel” can be a generic term for a food product, namely a brittle or chewy glazed, usually salted, slender bread often shaped like a loose knot.

REQUEST FOR ADMISSION NO. 2

Admit that “pretzels” is listed in the U.S. Patent and Trademark Office’s Trademark ID Manual in Class 30 and has been since 1991.

RESPONSE TO REQUEST FOR ADMISSION NO. 2

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 3

Admit that “crisps” is a generic term used for snack food products.

RESPONSE TO REQUEST FOR ADMISSION NO. 3

Subject to the foregoing General Objections, Princeton Vanguard denies that “crisps” is a generic term for snack food products, but admits that “crisps” may be a generic term for certain snack food products including potato chips and baked desserts of fruit with crumb topping.

REQUEST FOR ADMISSION NO. 4

Admit that “crisp” is a generic term used for snack food products.

RESPONSE TO REQUEST FOR ADMISSION NO. 4

Subject to the foregoing General Objections, Princeton Vanguard denies that “crisp” is a generic term for snack food products, but admits that “crisp” may be a generic term for certain snack food products including a potato chip and a baked dessert of fruit with crumb topping.

REQUEST FOR ADMISSION NO. 5

Admit that “nut-based snack foods, namely, nut crisps” and “potato crisps” are listed in the U.S. Patent Trademark Office’s Trademark ID Manual in Class 29.

RESPONSE TO REQUEST FOR ADMISSION NO. 5

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 6

Admit that some snack food products are crisp.

RESPONSE TO REQUEST FOR ADMISSION NO. 6

Subject to the foregoing General Objections, Princeton Vanguard admits this request

REQUEST FOR ADMISSION NO. 7

Admit that some pretzels are crisp.

RESPONSE TO REQUEST FOR ADMISSION NO. 7

Subject to the foregoing General Objections, Princeton Vanguard denies that some pretzels are crisp, but admits that some pretzels are brittle.

REQUEST FOR ADMISSION NO. 8

Admit that some crackers are crisp.

RESPONSE TO REQUEST FOR ADMISSION NO. 8

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 9

Admit that a definition of “crisp” is firm but easily crumbled or brittle.

RESPONSE TO REQUEST FOR ADMISSION NO. 9

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 10

Admit that crackers are firm but easily crumbled or brittle.

RESPONSE TO REQUEST FOR ADMISSION NO. 10

Subject to the foregoing General Objections, Princeton Vanguard denies this request but admits that some crackers are firm but easily crumbled or brittle.

REQUEST FOR ADMISSION NO. 11

Admit that Applicant’s PRETZEL CRISPS products are firm but easily crumbled or brittle.

RESPONSE TO REQUEST FOR ADMISSION NO. 11

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that PRETZEL CRISPS products may be described as firm and/or brittle.

REQUEST FOR ADMISSION NO. 12

Admit that “pretzel” describes the product that is the subject of Application Serial No. 77/192,054 (hereinafter the “Application”).

RESPONSE TO REQUEST FOR ADMISSION NO. 12

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that the product that is the subject of Application Serial No. 77/192,054 is a pretzel cracker and has a flavor similar to a pretzel.

REQUEST FOR ADMISSION NO. 13

Admit that the product that is the subject of the Application is either a pretzel, or pretzel-like, snack food product.

RESPONSE TO REQUEST FOR ADMISSION NO. 13

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that the product is a snack food product best described as a “pretzel cracker.”

REQUEST FOR ADMISSION NO. 14

Admit that “pretzel” can be used as a generic term for the product that is the subject of the Application.

RESPONSE TO REQUEST FOR ADMISSION NO. 14

Subject to the foregoing General Objections, Princeton Vanguard denies this request.

REQUEST FOR ADMISSION NO. 15

Admit that the product that is the subject of the Application is a cracker.

RESPONSE TO REQUEST FOR ADMISSION NO. 15

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that the product that is the subject of the Application is a pretzel cracker.

REQUEST FOR ADMISSION NO. 16

Admit that “crisps” can be used as a generic term for crackers.

RESPONSE TO REQUEST FOR ADMISSION NO. 16

Subject to the foregoing General Objections, Princeton Vanguard denies this request.

REQUEST FOR ADMISSION NO. 17

Admit that “crisps” is a commonly used term for crackers.

RESPONSE TO REQUEST FOR ADMISSION NO. 17

Subject to the foregoing General Objections, Princeton Vanguard denies this request but admits that the term “crisps” may be used to describe certain crackers.

REQUEST FOR ADMISSION NO. 18

Admit that “crisps” is commonly used as a term for baked snack food items.

RESPONSE TO REQUEST FOR ADMISSION NO. 18

Subject to the foregoing General Objections, Princeton Vanguard denies this request but admits that the term “crisps” is used as descriptive term for some baked snack food items.

REQUEST FOR ADMISSION NO. 19

Admit that “crisps” is used in snack food product names.

RESPONSE TO REQUEST FOR ADMISSION NO. 19

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that the term “crisps” is used in some snack food product names.

REQUEST FOR ADMISSION NO. 20

Admit that “crisps” describes the product that is the subject of the Application.

RESPONSE TO REQUEST FOR ADMISSION NO. 20

Subject to the foregoing General Objections, Princeton Vanguard admits that the term “crisp” describes the product that is the subject of the Application.

REQUEST FOR ADMISSION NO. 21

Admit that “crisp” describes the product that is the subject of the Application.

RESPONSE TO REQUEST FOR ADMISSION NO. 21

Subject to the foregoing General objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 22

Admit that product that is the subject of the Application is, or is manufactured to be, crisp or crispy.

RESPONSE TO REQUEST FOR ADMISSION NO. 22

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 23

Admit that Applicant describes its PRETZEL CRISPS products as “crispy.”

RESPONSE TO REQUEST FOR ADMISSION NO. 23

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 24

Admit that “crisps” can be used as a term for the product that is the subject of the Application.

RESPONSE TO REQUEST FOR ADMISSION NO. 24

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 25

Admit that Applicant’s packages for its PRETZEL CRISPS products provide nutrition facts for a serving size of a stated number of “crisps.”

RESPONSE TO REQUEST FOR ADMISSION NO. 25

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 26

Admit that the packages for Pepperidge Farm Baked Naturals Pretzel Thins provide nutrition facts for a serving size of a stated number of “crisps.”

RESPONSE TO REQUEST FOR ADMISSION NO. 26

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 27

Admit that “crisps” is used as or as part of the common or usual name in the FDA required statement of identity for some snack food products.

RESPONSE TO REQUEST FOR ADMISSION NO. 27

Subject to the foregoing General Objections, Princeton Vanguard denies knowledge sufficient to deny or admit this request.

REQUEST FOR ADMISSION NO. 28

Admit that the highlighted portion of each page included in Exhibit A refers to Applicant’s Pretzel Crisps as “crisps.”

RESPONSE TO REQUEST FOR ADMISSION NO. 28

Subject to the foregoing General Objections, Princeton Vanguard admits this request.

REQUEST FOR ADMISSION NO. 29

Admit that the evidence Applicant submitted to the U.S. Patent and Trademark Office in support of acquired distinctiveness of the Application was based in part on an Internet Survey on Applicant’s website.

RESPONSE TO REQUEST FOR ADMISSION NO. 29

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that it included, among other things, evidence concerning an Internet Survey that appeared on Applicant’s website in support of its claim of acquired distinctiveness.

REQUEST FOR ADMISSION NO. 30

Admit that Applicant’s secondary meaning evidence is based in part on its packaging design as shown in Reg. No. 3,579,225, and the stylization of the term “PRETZEL CRISPS” shown in the Application.

RESPONSE TO REQUEST FOR ADMISSION NO. 30

Subject to the foregoing General Objections, Princeton Vanguard denies this request, but admits that Applicant has evidence of secondary meaning that relates to both the stylized and unstylized forms of the term "PRETZEL CRISPS" and the packaging design as shown in Reg. No. 3,579,225.

REQUEST FOR ADMISSION NO. 31

Admit that Applicant does not know whether its secondary meaning evidence is based in part on its packaging design, as shown in Reg. No. 3,579,225, and the stylization of the term "PRETZEL CRISPS" as shown in the Application.

RESPONSE TO REQUEST FOR ADMISSION NO. 31

Subject to the foregoing General Objections, Princeton Vanguard objects to this request on the grounds that it is vague, ambiguous, and unintelligible, and is not a request to admit "the truth of any matters within the scope of Rule 26(b)(1) relating to . . . facts, the application of law to fact, or the opinions about either, [or] the genuineness of any documents" under Federal Rule of Civil Procedure 36(a).

REQUEST FOR ADMISSION NO. 32

Admit that Applicant's applications Serial Nos. 78/963,000 and 77/457,018 for the mark CIABATTA CRISPS were refused registration by the U.S. Patent and Trademark Office in part or in whole on the basis of genericness.

RESPONSE TO REQUEST FOR ADMISSION NO. 32

Subject to the foregoing General Objections, Princeton Vanguard admits this request.